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## SEO Syllabus



Now you can get yourself or your web specialist trained to do SEO for multiple websites. Learn the 'Real' techniques in SEO that sends your site to the top. Learn from the Leading SEO Service Provider that offers Guaranteed Top 5 Ranking SEO Service. Learn the secrets of how we helped achieved more than 1,000 keywords on Google and also helping our clients achieve more than 800 keywords Ranked No.1 on Google, Bing and Yahoo.

### **Basics Course**

- ❖ Internet and Search Engine Basics
- ❖ Internet Marketing
- ❖ Importance of Internet Marketing
- ❖ Types of Internet Marketing Methods
- ❖ Importance of Search Engines
- ❖ SEO is an Art or Science
- ❖ How the search engine works?

- ❖ Understanding the SERP
- ❖ Using Search Operators
- ❖ Google Search Engine Architecture
- ❖ Search Engine Algorithms
- ❖ Google Algorithm Updates
- ❖ Page Rank Technology
- ❖ Panda Update and its Importance
- ❖ Latest Updates about SEO Algorithms
- ❖ Google Web Masters Tools

### **Keywords Research and Analysis**

- ❖ Introduction to Keyword Research
- ❖ Business Analysis
- ❖ Types of Keywords
- ❖ Keyword Research Methodology
- ❖ Keywords Analysis Tools
- ❖ Competition Analysis
- ❖ Preparing a Keyword List for Project
- ❖ Localized Keywords Research

## **Advance Course**

### ***On-Page Optimization (Onsite)***

- ❖ Basics of Website Designing / Development
- ❖ Essentials of good website designing
- ❖ HTML Basics for SEO
- ❖ Usability and User Experience in Website
- ❖ Onsite Optimization Basics
- ❖ Importance of Domain Names and Value
- ❖ Domain Selection
- ❖ Website Structure and Navigation Menu Optimization
- ❖ Coding Best Practices
- ❖ Filename Optimization
- ❖ Title Tag Optimization
- ❖ Keywords
- ❖ Keyword Density Analysis
- ❖ Keywords Research in Various Search Engines
- ❖ Meta Tags
- ❖ Meta Tags Optimization
- ❖ Headers Optimization
- ❖ SEO Content Writing
- ❖ Optimizing SEO content
- ❖ Page Speed Optimization Tool
- ❖ Anchor Links Optimization
- ❖ Internal Link Strategy
- ❖ Iframes / Frames effects on SEO

- ❖ Header and footer
- ❖ Header optimization with tag line or catch line
- ❖ Footer Optimization
- ❖ Creating an HTML and XML sitemaps
- ❖ URL Rewriting Techniques (301, 302)
- ❖ Canonical / 404 Implementation
- ❖ HTML Validation using W3C
- ❖ Google SEO Guidelines
- ❖ Search Engines V/S directory
- ❖ Major search engines and directories
- ❖ Google Page Rank
- ❖ Google Sandbox effect
- ❖ Website Architecture
- ❖ Hosting Selection
- ❖ How the Search Engine works
- ❖ Heat map of Home page
- ❖ Description
- ❖ Creating Robots file
- ❖ Creating sitemaps
- ❖ Image tag optimization
- ❖ Image Importance
- ❖ Anchor Text
- ❖ URL renaming/re-writing
- ❖ Google webmaster tools
- ❖ Yahoo Feed Submission

## Keywords Research and Analysis

- ❖ SWOT Analysis of Website
- ❖ Target segmentation
- ❖ Keyword Research
- ❖ Competitor Analysis
- ❖ Finding Right Appropriate Keywords.

## Off Page Optimization

- ❖ Submission to search engines
- ❖ Introduction to Offsite Optimization
- ❖ Local marketing of websites depending on locations
- ❖ Promoting Subsequent pages of the website
- ❖ Black Hat / White Hat / Grey Hat SEO
- ❖ Submission to Relevant Directories
- ❖ Linking Building Methodology
- ❖ Types of Linking Methods
- ❖ Free Links / Paid Links
- ❖ Directory Submission
- ❖ Blog Submission
- ❖ Free Classifieds
- ❖ Forums
- ❖ Forum Signatures and Commenting
- ❖ Press Releases
- ❖ Video optimization
- ❖ Link Building
- ❖ How to promote home page

- ❖ Directory Submissions for SEO
- ❖ Social Bookmarking
- ❖ Local Business Listing (Local SEO)
- ❖ Classifieds Posting
- ❖ Using Blogs for SEO
- ❖ Blog Commenting
- ❖ Press Release Submission
- ❖ Article Submissions
- ❖ Video Submissions
- ❖ Social Media Optimization Techniques (Basics)
- ❖ RSS Feeds Submissions
- ❖ Tracking the Links and Page Rank
- ❖ Question and Answers

### **Dynamic Website SEO**

- ❖ Difference between Dynamic and Static Sites
- ❖ SEO for Word press (SEO Widgets)
- ❖ SEO for Joomla ( Joomla SEO Plug-in)
- ❖ SEO for BlogSpot
- ❖ How to optimize the Flash Websites

## Google Adsense

- ❖ Google Ad sense Training
- ❖ Affiliate Marketing Training
- ❖ Google Analytics Training
- ❖ Social Media Optimization (SMO) Training
- ❖ My space Training
- ❖ Creating Buzz Training
- ❖ Face book Training
- ❖ Twitter Training
- ❖ Linked in Training
- ❖ Developing Marketing Strategies for SMO Training
- ❖ URL Shortening Tools
- ❖ Using Tools and Applications for SMO
- ❖ Social Bookmarking Training
- ❖ Viral Marketing For You tube

## Reports and Management

- ❖ Website Position Analysis in various search engines
- ❖ Introduction to Google Analytics in details
- ❖ Installing Google Analytics
- ❖ Basics of Google Analytics
- ❖ Visitors Reports
- ❖ Geographic Reports
- ❖ Traffic Sources Reports
- ❖ Keywords Reports
- ❖ Your Goals and Conversions

**Course Duration:**

- ❖ 28 - 30 Classes Regular Training
- ❖ 2 Classes - Weekend Training (8Weeks)
- ❖ Weekend SEO Optimization Courses

**What You Will Learn:**

- ❖ Introduction to search engine optimization (SEO).
- ❖ How to research and select appropriate keywords to target.
- ❖ How to successfully integrate search keywords within your web site copy.
- ❖ How to optimize each page of your web site step-by-step.
- ❖ How to create effective Page Title Tags.
- ❖ How to create an effective and optimized META Description Tag.
- ❖ How to create an effective and optimized META Keywords Tag.
- ❖ Overview of various important search engines and directories.
- ❖ How to submit your site to important search directories.
- ❖ How to submit your site to crawler-based search engines.
- ❖ An overview of what search engines consider to be "spam".
- ❖ Web design elements to avoid ensuring your site is search engine compatible.
- ❖ How to monitor your search rankings and site traffic.



## Who Should Take This SEO Course?

- ❖ Marketing executives entrusted with the responsibility of promoting their company's web sites or clients' web sites.
- ❖ Small business owners wanting to learn how to promote their web sites on the search engines.
- ❖ Owners of e-commerce sites that want to increase their site's visitor to customer conversion ratios.
- ❖ Web site designers wanting to offer search engine marketing services to their clients.
- ❖ Search engine optimizers (SEO) or search engine marketers (SEM) wanting to improve their industry skills.
- ❖ Webmasters intended to increase traffic of their web sites via search engines.
- ❖ Persons interested to learn how to optimize web sites for search engines in preparation for starting their own search engine optimization business or applying for a job as an SEO expert or SEM expert in any organization.